

**A NEW
DIRECTION**
We create opportunity



with Anyways Creative & Wonderhood Studios



STEP

6-month placement swap

Anyways Creative

Junior Creative

Location of role: Holborn
Placement hours: 40 hours
Placement length: 6 months
Working pattern:
9am - 6pm Mon - Fri
Salary: London Living Wage
(£11.05 p/h)
STEP Strand: Advertising and Marketing

Wonderhood Studios

Advertising Intern (Account Management, Strategy and Production)

Location of role: Soho
Placement hours: 40 hours
Placement length: 6 months
Working pattern:
9am - 6pm Mon - Fri
Salary: London Living Wage
(£11.05 p/h)
STEP Strand: Advertising and Marketing

This opportunity is a 6-month placement swap, STEP trainees will work for 6 months at Anyways Creative, and 6 months with Wonderhood Studios.

Placement one – Junior Creative

About Anyways Creative

We are Anyways Creative, an award-winning agency in London. We impact culture through creative collaboration. We help brands become more adventurous and meaningful. We explore new ways for brands to communicate and then we create them — partnering closely with our clients, we work hard to understand them and their customers, and then design the right solution for each brief. We then work with our extensive network of collaborators to bring each project to life with the best creative talent in the world. Some of the client we have enjoyed working with are Google, Uniqlo, BBC, Sonos, Adobe, Nike, Converse, YouTube, Pinterest and more.

Visit our website to find out more:

<https://www.anyways.co>

About the role

We are looking for a Junior Creative to work alongside our team. You will have the opportunity to experience different parts of the creative process, from initial researching and idea generation, to the delivery of a project.

We are looking for a candidate who will hit the ground running, with an infectious enthusiasm for the creative industry.

Key duties include

- Collaborating with, and supporting, the creative team on projects
- Thinking creatively to come up with new ideas and concepts, and develop them with the wider team
- Working on presentations and documents
- Researching tasks relevant to key projects

Skills and experience

- You are passionate about creativity in all its form

- Have great creative ideas and an interest in the creative industry
 - You have an interest in developing your skills as a creative across idea generation, art direction and design
 - You are confident in collaborating with other creative, production and editorial teams
 - You have an eye for detail and quality
 - You love getting stuck into a challenge
 - You're proactive, self-motivated and can manage your time
 - You are confident using Adobe Creative Suite
 - You communicate ideas clearly and effectively
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Placement two – Wonderhood Studios

About Wonderhood Studios

Wonderhood Studios is a creative company founded by people who love making great ads and producing premium TV programmes. We develop original ideas that impact culture for brands, platforms and broadcasters. And because of our unique studio structure, working with and at Wonderhood Studios feels different. It's fun, stimulating and most importantly, produces great work that inspires audiences and customers alike.

Established in 2018, we are fully independent and partner with some of the most talented and original creators, brand partners, platforms and channels in the world today.

We are an agency driven by unique forms of collaboration, using the power of creativity to grow ambitious brands and get them talked about. This belief in creativity and dedication to high-end craft means we care passionately about the work and the difference it makes both commercially and culturally.

We never settle; we sweat the small stuff and have an eye for detail. Finally, we are open, honest, trusted partners. We have fun, we love what we do and we look after each other above all else.

Visit our website to find out more:

<https://wonderhoodstudios.com>

Have a look through some of our key projects here:

<https://www.instagram.com/wonderhoodstudios/?hl=en>

About the role

Within your 6 months at Wonderhood Studios, you will be working in Studio A, our advertising agency.

You will be introduced to the world of advertising, understanding how the creative process works from the initial client brief / problem, all the way to the final ad/ branded content going live, and even helping to prove it has been successful at driving commercial results or behaviour change. We will provide the opportunity to experience life in a fast-paced and fun creative agency, across three main disciplines: Account Management, Strategy and Production. At Wonderhood Studios, we work in a hybrid way, spending two to three days in the office and the rest of the week working from home.

Account management drives the creative process from start to finish and works holistically with all departments. Account handlers add value to strategic thinking, challenge creative work, ensure the production process is smooth and on budget whilst nurturing client relationships. During your time in Account Management, you will assist Account Managers and Account Directors by making sure presentations are kept to a high standard.

Strategy helps distil client briefs, understand audiences and culture, and provide direction for the creative process. During your time in Strategy, you will learn how our brand planners work, by helping to unpack client briefs, pull together competitor reviews and trend reports, and support on writing creative briefs to inspire our teams and help spark brilliant advertising ideas. You will also spend time working in the data planning team (it's much more fun than it sounds). Data planners are constantly on the lookout for the latest trends and all things culture.

Production turns the ideas into reality. They take words on a page and initial thoughts from our creatives and physically turn it into tangible work, no matter what the media. Our producers help create anything from digital banners to billboards, TV ads, Tik Tok content and extended branded films. During your time in production, you will assist producers to liaise with external production partners and work with creatives to understand the core of ideas and make them happen, always keeping one eye on the budget and schedule, while ensuring Wonderhood's creative standards are upheld.

We want to offer a flavour of all departments, but if there is one you want to spend more time in, we can tailor your time with us to make sure you're learning as much as possible.

You will also be able to assist with exciting new business opportunities that come into the agency, working on live pitches. We will also provide the opportunity to partake in various

IPA training courses so at the end of your 6-month placement, you will have accreditation to further bolster your CV.

We believe having fun and coming together means we build strong relationships that allow us to get to better work, so we have lots of social events that you'll be invited to.

Skills and experience

At Wonderhood Studios, everything we do is underpinned by our values. We focus on the work, we make a difference, we never settle, and we look after each other.

Wonder is in our name, and we ask that everyone brings a sense of wonder to work. Most importantly, we believe that creativity can come from everywhere. We're looking for curious thinkers that have a finger on the pulse across all aspects of culture. Whether it's music, fashion, or art; having passions and interests in different things makes Wonderhood Studios a more diverse and interesting place to work.

We ask that you are selfless, responsible, trustworthy, honest, and proactive.

A university degree is not required for this position and candidates do not need to have any specific prior experience.

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector. You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on 03 May 2022, you can upload video or audio responses.

STEP application form:

<https://bit.ly/3ieiStz>

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>

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**GOOD
GROWTH
HUB**